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DialogLink 5 Release Notes

New features available in the latest release of DialogLink 5 (August 2006)

- Ability to resize images for easier incorporation into DialogLink Reports
- New settings allow users to be prompted to save Dialog search sessions in the format of their choice (Microsoft Word, RTF, PDF, HTML, or TEXT)
- Ability to set up Dialog Alerts by Chemical Structures and the addition of Index Chemicus as a structure searchable database
- Support for connections to STN Germany and STN Japan services

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*** ANNOUNCEMENTS ***

*** FREE FILE OF THE MONTH (April) Prompt and Trade & Industry

Database (Files 16 and 148)

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NEW FILE

***File 651, TRADEMARKSCAN(R) - China. See HELP NEWS 651 for details.

RESUMED UPDATING

***File 523, D&B European Financial Records

RELOADS COMPLETED

***Files 154&155, MEDLINE(R)

***File 126, TRADEMARKSCAN(R) - United Kingdom

***File 228, TRADEMARKSCAN(R) - Spain

***File 672, TRADEMARKSCAN(R) - Germany

***File 655, TRADEMARKSCAN(R) - Korea

***File 656, TRADEMARKSCAN(R) - Australia

***File 657, TRADEMARKSCAN(R) - France

***File 673, TRADEMARKSCAN(R) - Italy

FILES RENAMED

***File 321, PLASPEC now known as Plastic Properties Database

FILES REMOVED

***File 301, CHEMNAME - please use File 398 ChemSearch

***File 388, PEDS: Defense Program Summaries

***File 588, DMS-FI Contract Awards

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? Help Off Line

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Connecting to William Allen - Dialog - 290617

Connected to Dialog via SMS002212506

? b 15,275,16,160,148,635,9,610,810,570,624,621,636,634,20,476,35,583,65,2,474,256,475,99

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1 of the specified files is not available

[File 15] ABI/Inform(R) 1971-2009/Apr 04

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**File 610: File 610 now contains data from 3/99 forward. Archive data (1986-2/99) is available in File 810.*

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713387	MERCHANT
1623293	VENDOR
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4673503 MOBILE

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76630 PERSONAL(3N)ASSISTANT

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3/K/1 (Item 1 from file: 148)

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12427039 **Supplier Number:** 63773076 (THIS IS THE FULL TEXT)

LaGrange Hoists Internet Flag.(Statistical Data Included)

Donner, JoAnne

Georgia Trend , 15 , 10 , 43

June , 2000

Document Type: Statistical Data Included

ISSN: 0882-5971

Language: English

Record Type: Fulltext

Word Count: 3588 **Line Count:** 00290

Text:

Spring 2000 was a landmark season for LaGrange, the city of 27,000 residents 60 miles southwest of Atlanta. It was on March 22 that Mayor Jeff Lukken made an announcement that attracted international press coverage and propelled LaGrange to the forefront of the Information Age.

Lukken detailed the city's plan to offer free Internet access via cable television to LaGrange residents. He shared his vision of an online village where citizens could communicate with City Hall, receive progress reports from their children's schools, interact with civic organizations and shop with local merchants, all electronically from the comfort of home.

The mayor spoke of the power of the Web to increase the learning and technology skills of both students and adults, as well as to create a gateway between LaGrange and the rest of the world.

As it turned out, the announcement itself connected LaGrange to U.S. locales and global points beyond. Film crews and reporters from Italian, German, English and Canadian media outlets joined American journalists in

covering the news of what is believed to be the first U.S. city to offer nearly universal Internet access free of charge to its residents. (European journalists, in fact, told city officials they believed it was the first such initiative worldwide.)

The Digital Divide, separating the techno haves from the have-nots, was being bridged, not by a large, well-known political and commercial capital, but by a small, forward-thinking city in West Central Georgia.

LaGrange's move into the technology spotlight is actually the culmination of a decade of planning and investment that has resulted in a sophisticated, high-tech telecommunications infrastructure serving the entire city. The high-speed infrastructure includes a 60-mile fiber network reaching more than 40 large commercial, institutional and industrial customers as well as a 150-mile broadband hybrid fiber-coax network serving both commercial and residential users.

"Every single structure in this community -- every home, school and business -- is connected to our broadband infrastructure," says Joe Maltese, the city's director of community and economic development. "They all have access to both broadband networks. Our extensive infrastructure gives us the ability to offer two-way, high-speed connectivity as well as advanced voice, data and video capabilities. This sophisticated infrastructure is the pipeline that allows us to offer LaGrange Internet TV to our citizens. We've been ahead of the curve with telecom preparedness, and now we're putting it to work for the welfare of our people."

LaGrange's foray into the high-tech arena began in the early 1990s, when city leaders realized that shifts in the U.S. economy meant a slowdown in the manufacturing sector and a significant growth in service industries. To ensure that LaGrange would be a player in the coming e-evolution, city fathers created the first of several committees to evaluate telecom readiness. The resulting state-of-the-art infrastructure and new Internet initiative are the latest advancements from a city with a history of weathering economic change with a pro-active, can-do spirit.

The same progressive mindset helped textile-heavy LaGrange survive and even thrive in the early 1970s, when widespread modernization was sweeping through aging industrial sectors nationwide. Realizing that the local mill economy would be affected by the surge in technology, city leaders formed the Industrial Development Authority of LaGrange.

The authority's recommendations led to the creation of LaGrange's first industrial park, a 2,000-acre complex of commercial facilities supported by a sophisticated infrastructure of roads, updated utilities and an advanced water-and-sewer system. The park is home to a who's who of leading corporations, among them Duracell, Kimberly-Clark, Mobil Chemical, Dow Jones/Wall Street Journal, Caterpillar, International Paper, Georgia-Pacific and Wal-Mart Distribution.

Milliken & Company, which bought Callaway Mills in 1968 and is the city's largest employer, has seven plants in LaGrange. Two are located in the industrial park, including the giant Live Oak Plant, rebuilt from the ground up after a disastrous 1995 fire and recognized by Textile World in 1998 as the most technologically advanced plant of its kind in the world. Today, LaGrange reportedly is home to more Fortune 500 companies than any other U.S. city its size.

LaGrange's entrepreneurial, take-charge attitude is reflected in the operation of its local government. The city owns and operates its own utilities, and services are sold to citizens and businesses at or below market cost. Some \$9 million in annual retained earnings resulting from this arrangement allows the city to offer residents a unique perk: no property taxes. Operating on a \$70 million annual budget, city officials take a businessman's pride in the fact that expenses have increased only 1.6% in six years.

"I don't know of any other U.S. city our size that provides the range of services we do that doesn't levy property taxes," says City Manager Tom Hall. "We are an enterprise-driven government. We're a traditional government in that we provide all the traditional government services, but at the same time, we're very customer-focused. We treat our customers like they have a choice, and we have to earn their satisfaction."

According to Hall, this "customers come first" philosophy pervades local government. LaGrange employees are said to be able to recite the city's service-oriented mission statement at the drop of a hat. The government, in fact, frequently sends out customer satisfaction surveys to all residents and businesses. Sanitation workers even leave doorhangers asking homeowners to rate the service they receive.

"Our mission statement is posted in every government building, so our employees will never forget why we're here," says Hall. "We take the services we provide and our surveys very seriously. We go to great lengths

to document how well we're doing."

To further its mission, LaGrange is willing to try innovative approaches. A case in point is the unusual public/private partnership LaGrange has forged with Charter Communications, a cable service provider recently purchased by Paul Allen and headquartered in St. Louis. The initial joint venture, funded through a \$9.6 million bond issued by the LaGrange Development Authority in August 1998, called for LaGrange to acquire the cable company's local transmission lines and equipment, upgrade the system and lease a portion of the capacity back to Charter for video entertainment.

The upgrade created LaGrange's current hybrid-fiber coax broadband network and gave the city significant bandwidth for future telecom projects and services. The partnership allowed the city to expand its telecom infrastructure over a one-year period, rather than in a piecemeal approach that would have taken a decade or more.

"We could have overbuilt Charter," says Maltese. "Had that happened, we would have had a cable system, and they would have had one. We would have been competitors. What we wanted was to be in the telecom business in order to complement our other enterprises, and to be able to offer our citizens and businesses access to state-of-the-art broadband networks. What we didn't want was to be in the cable TV business."

Maltese says the arrangement was a victory for both parties.

"The partnership we created with Charter -- we built and own the broadband infrastructure and lease it back to Charter -- meets everyone's requirements," he says. "And now Charter is again our partner in the LaGrange Internet TV initiative."

Mayor Lukken brings a historical perspective to city projects. His father, Walt, was a founding member of LaGrange's original industrial authority in the early 1970s.

"Our Internet TV initiative is the latest development in a grand city plan that began 30 years ago," says Lukken. "Our past prepared us for today, and today we are focusing on the future. We expect more change in LaGrange in the next 10 years than we've had in the last 50."

To shape growth, LaGrange, through the auspices of the Callaway Foundation, is undertaking a soon-to-be announced \$1 million, one-year study to evaluate every aspect of the community.

"This study will not only consider big-picture issues, such as traffic patterns and planned communities, but also quality-of-life details like the location of bike paths and walking trails," says Mark Callaway, a fourth-generation Callaway and one of five trustees of the private philanthropic foundation, whose generosity has made an indelible mark on LaGrange. "LaGrange people have always shouldered the responsibility for moving their city into the future. We don't stand around and wait for something to happen."

City leaders hope this "grand plan" will ensure the intelligent growth and continued quality of life that other Georgia cities -- many overburdened with the crushing problems of uncontrolled growth -- might envy. As it is, LaGrange's population has remained much the same since 1950 -- at around 25,000, although some believe it will top 30,000 in the new census. Troup County grew from 50,003 in 1980 to 58,783 in 1998, and there's no doubt that with each passing year, Metro Atlanta to the northeast creeps ever closer.

"The master plan should guide growth for the next 50 years," says Lukken. "How many cities wish they could turn back the clock and control the unmanageable growth they are wrestling with today? We're going to make

the most of this opportunity."

"The master plan is very much in keeping with what makes LaGrange LaGrange," says Maltese. "I've been here for 23 years, and I've never seen this community accept status quo. In this town, things are always moving ahead."

LaGrange at-a-Glance

Location: LaGrange is 65 miles southwest of Atlanta, 45 miles northwest of Columbus, 60 miles from Hartsfield Atlanta International Airport and 15 miles from the Georgia-Alabama border.

Population: From 1990 to 1998, Troup County's population grew from 55, 536 to 58,783. In the same period, LaGrange's population is estimated at 27,000. Other municipalities (1998): Hogansville (2,821) and West Point (2,685).

Economy: The county's per capita income (1997) was \$21,349, compared to a state average of \$23,882 and a national average of \$25,288. Troup's unemployment rate in March was 3.9%, above the state average of 3.4%.

Largest Manufacturers: Interface Flooring Systems (909), Wal-Mart Distribution Center (610), Milliken & Company (500), Shorewood Packaging Corp. (500), Duracell N.A.G. (500), Freudenberg-NOK (430), WestPoint Stevens (430), Guardian Automotive (400), Milliken Design Center (361) and WestPoint Stevens' corporate office (350). West Point, also in Troup County, is becoming a high-tech center with such companies as ITC (Lamba)DeltaCom and Powertel.

Higher Education: LaGrange College, West Georgia Technical Institute, State University of West Georgia in Carrollton (40 miles) and Columbus State University in Columbus (45 miles).

Attractions: West Point Lake, LaGrange Symphony Orchestra, LaGrange Ballet, LaFayette Society for the Performing Arts, Chattahoochee Valley Art Museum, LaGrange Theatre Guild, LaGrange College Arts and Wild Animal Safari. LaGrange has many stately antebellum homes, most notably Bellevue, considered one of the finest Greek Revival structures in the state. Nearby sights include Callaway Gardens and the Little White House in Warm Springs. With 500 miles of forested shoreline, West Point Lake is known as the West Coast of Georgia. Visitors also can take advantage of a walking tour of downtown LaGrange.

History: Incorporated in 1828, LaGrange was named after the estate of the Frenchman and American Revolutionary War hero Gen. Marquis de LaFayette. A bronze statue of LaFayette graces the city square. From its early days, LaGrange was known as a center for education. The LaGrange Female Academy, established in 1831, was the oldest women's school in the state. During the 20th century, LaGrange rose to regional prominence as a textile and industrial center.

sources: U.S. Census Bureau, LaGrange-Troup County Chamber of Commerce, Georgia County Guide

LaGrange Bridging The Digital Divide

While politicians worldwide talk about bridging the digital divide, LaGrange is actually doing something about it. LaGrange is becoming the first U.S. city to offer nearly universal Internet access to its citizens. A one-year pilot program of LaGrange Internet TV begins this month.

"It's an incredible opportunity for us to touch the lives of our citizens, especially our students and our work force," says LaGrange Mayor Jeff Lukken, the driving force behind the initiative to offer the access

via cable television.

"If the gateway to information and technology that this program offers helps our students and workers tap into the outside world and better their lives, our entire city will benefit," he says. "Creating a population that is proficient with the Internet and technology is one of our goals."

Georgia politicians already are touting the program. U.S. Sen. Max Cleland praised the LaGrange initiative at a recent congressional hearing on digital divide issues, and U.S. Rep. Bob Barr plans to enter information about it into The Congressional Record.

LaGrange Internet TV, which transmits data at three times the speed of a 56 KPS modem, is being offered free of charge to city residents through their cable service. Computers or modems are not necessary. Of the 10,500 TV house-holds in LaGrange, 9,100 are currently cable subscribers who pay approximately \$10 a month for basic service. The Internet offer includes a

wireless keyboard, a set-top box, five e-mail addresses and the parental control feature "Surf Watch," which prevents access to objectionable material.

City officials say provision will be made for those unable to afford the basic cable fee.

Initial test reports show that having e-mail access has rekindled communication among friends and relatives and that Web access has improved school and homework habits.

Jo Fenn Byce, a 61-year-old retired schoolteacher, enjoys e-mailing her daughter and sister because "it's faster than a letter and cheaper than a phone call." A thyroid cancer survivor, Byce found information on the Web she wishes she had had when fighting the disease. Through LaGrange Internet TV, she's communicated with other survivors via an electronic support group. Byce has learned she's not alone in facing continuing health challenges.

"The city of LaGrange has given me a great gift," she says. "I would never have had easy access to the Internet any other way."

Lukken, who has worked closely on the initiative with the city council and its technology committee, also envisions a community Intranet connecting all facets of the city in an Information Age hotline. A primary beneficiary will be the business community.

"One of our ideas is to create a virtual mall, with every store and business in LaGrange listed in a type of yellow pages directory," says LaGrange City Manager Tom Hall. "That listing would be free to all businesses. Some business people might opt to create individual Web sites and take a more visible role on the city's e-commerce platform. Visitors to the site would be able to look at the map, click on the store or business of their choice, get details about **location**, hours, services and products, and then order what they want.

"Of course, one advantage to businesses that are part of the e-commerce platform is the potential for connecting with customers anywhere in the world," adds Hall.

LaGrange Internet TV is funded by the city with no state or federal government support. Expenses are estimated at \$300,000 annually, plus \$120,000 in fixed capital improvement costs. Funding for the program will come from retained earnings generated by city-run utilities and telecommunication services.

"From students to seniors, this initiative will be the first exposure

to the Web and e-mail for many of our citizens," says Lukken. "Years ago, we all competed for jobs and for customers with the guy down the block. Today, we're competing with someone in Singapore. LaGrange Internet TV is one way our community is meeting the competitive challenge of a rapidly changing world."

Downtown LaGrange: The Heart Beats Strong

One of the strongest testaments to LaGrange's civic spirit is its vibrant and historic downtown. Anchored by picturesque LaFayette Square, LaGrange's central business/garden district is home to the well-known Mansour's department store, the LaGrange-Troup County Chamber of Commerce, a new SunTrust Bank, and an Art Deco courthouse built of Georgian marble in 1939 and listed on the National Register of Historic Places.

Home to 13 annual events that attract students, retirees and families by the thousands, downtown LaGrange is what most other cities only dream of: a central meeting place that's the heart and soul of the community.

"LaGrange's downtown has never been abandoned," says Joe Maltese, director of community and economic development for city government. "We've been very aggressive in keeping the town center a vital part of life in LaGrange."

"Leadership is the secret to LaGrange's success, including its downtown," adds Jane Fryer, the Chamber's executive director and a city native. "Everybody pulls together to make things work."

In an age in which downtown businesses frequently flee to malls on the outskirts of town, the Mansour family has maintained a strong commitment to downtown LaGrange, which in turn has influenced other businesses to stay, even when the city's textile economy was threatened.

"LaGrange is a city that has reinvented itself when faced with economic challenges," says Lee Walburn, a LaGrange native and editor-in-chief of Atlanta magazine. "City leaders have met those challenges head on and have refused to let LaGrange die, when other cities around them were drying up. When other downtown areas were falling victim to the advent of shopping centers, for instance, the Mansour family said, 'We're in LaFayette Square, and we're going to stay in LaFayette Square.' The Mansours anchored downtown and kept it alive and vital. To me and many other LaGrange folks, they exemplify the city's vision and entrepreneurial spirit."

In 1980, LaGrange was selected as one of the 36 original participants in the National Trust's Main Street Cities program, which encourages communities across the country to boost the economy and quality of life downtown, in part by promoting historical and cultural attractions.

LaGrange takes its status as a Main Street City seriously. The city government recently spent almost \$1 million to upgrade underground infrastructure and renovate streets. Flowers and trees were planted and purple banners hung, welcoming visitors to the historic district.

"Nothing goes on in LaGrange without my saying, 'Let's do it downtown,'" says Betty Fagundes, executive director of the Downtown LaGrange Development Authority. "Our New Year's Celebrate 2000 event, for instance, was a tremendous success. It attracted 12,000 people -- almost half of our population. We had two bands, 12 food vendors and 14 roving entertainers. People are still talking about what a great way it was to usher in the new millennium."

Fagundes points with pride to two downtown buildings recently purchased by the Callaway Foundation, then renovated and leased back to the LaFayette Society for the Performing Arts -- the city's primary arts group

-- for class and rehearsal space. It's a fitting use of space for a town rich in cultural facilities, among them the Chattahoochee Valley Art Museum and the Lamar Dodd Art Center at LaGrange College, where the permanent collection boasts works by Andy Warhol, Henry Moore and Ansel Adams. The late Dodd, a LaGrange native and longtime chairman of the Department of Art at the University of Georgia, is widely considered to have been the outstanding Southern artist of the 20th century.

The range of performing arts available in LaGrange is extensive, including a ballet, symphony and opera. In addition to the ballet and symphony, the LaFayette Society sponsors the LaFayette Chorale, the Young Singers of LaGrange, the Youth Orchestra of LaGrange and the three-day Azalea Story-Telling Festival. The annual festival attracts 2,000 visitors from across the Southeast and recently won the National Leadership Award from the National Story-Telling Network.

"The cultural offerings in LaGrange are impressive," says LaGrange College President Dr. Stuart Gulley, who recently moved to the city from Atlanta. "My family and I wondered how we would adjust to a small town, but

it's been a wonderful transition. There's more of a central downtown feeling here than in any other city I've lived in."

Another relative newcomer to LaGrange is Glen Boyd, manager of the LaGrange-Callaway Airport.

"The city spirit in LaGrange is incredible, and the attitude toward business is proactive and progressive," he says. "There are nearby towns that decades ago were larger commercial centers than LaGrange, but they just haven't grown or prospered the way this city has. LaGrange leaders have sought out opportunities, and they've made the difference.

"They do whatever it takes to make things happen," says Boyd. "For me, LaGrange is an amazing place. It's the jewel of West Georgia."

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Industry Codes/Names: BUSN Any type of business; REG Business, Regional

Descriptors: Online services--Marketing; LaGrange, Georgia--Communication systems

Geographic Codes: IU5GA Georgia

Product/Industry Names: 4811520 (Online Services)

Event Codes/Names: 361 Services development

Product/Industry Names: 4822 Telegraph & other communications

NAICS Codes: 514191 On-Line Information Services

File Segment: TI File 148

...subscribers who pay approximately \$10 a month for basic service. The Internet offer includes a **wireless** keyboard, a set-top box, five e-mail addresses and the parental control feature "Surf...

...at the map, click on the store or business of their choice, get details about **location**, hours, services and products, and then order what

they want.

"Of course, one advantage to...

3/K/2 (Item 2 from file: 148)

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03923444 **Supplier Number:** 07670105 (THIS IS THE FULL TEXT)

Hunting for an audio cassette deck in Dallas makes our shopper work. (Mystery Shopper) (column)

Consumer Electronics , v17 , n6 , p235(2)

June , 1989

Document Type: column

ISSN: 0362-4722

Language: ENGLISH

Record Type: FULLTEXT

Word Count: 1893 **Line Count:** 00140

Text:

Hunting for an audio cassette deck in Dallas makes Our Shopper work Dallas had long been one of Mystery Shopper's favorite cities: home of America's Team, long-legged cheerleaders and TV's cantankerous Ewing clan. But this latest trip was not starting out on the upbeat note MS had come to expect on visits to the Texas city.

Somehow, the wires at the rent-a-car agency had gotten crossed; instead of rocketing eastward on route 114 in the spiffy new Grand Prix MS had reserved, Our Shopper was buzzing along the highway behind the wheel of an egregiously yellow Plymouth Sundance that looked, in the kindest of estimations, MS thought, like a bumblebee on steroids.

Merging into the flow of traffic, MS searched for the shortest route to the Galleria, an upscale shopping mall, where the odyssey for a new cassette deck would begin.

The Shopping One arrived at the Galleria and proceeded to the uppermost tier of the mall, meanwhile taking in the plethora of pricey shops and department stores. The first stop of the day was at Stereo 2000, a small, attractively appointed electronics boutique highly skewed toward **portable** merchandise. However, against the left wall of the store MS found three Aiwa cassette decks.

MS browsed, ignored by two men hunched over notebooks; however, a saleswoman quickly approached and asked if she could help. MS offered his cover story: he had recently purchased a CD player, and now wished to upgrade his eight-year-old cassette player.

"Are there any special features that you're looking for?" she asked. MS replied in the negative, mentioning a desire to learn more about features and prices on the newer decks. Looking at the store's selection, MS asked the difference between the \$299 and \$499 machines, which were both double-well decks.

The saleswoman replied that the difference was mainly that the more expensive cassette player featured two-sided recording, while the other did not. MS noticed that nothing was said about the dbx noise reduction offered on the costlier unit.

"Do any of these cassettes have HX Pro?" MS inquired, saying that friends considered the feature desirable.

The saleswoman admitted she wasn't familiar with it and directed the question to one of the book-occupied salesmen, whose face went quickly blank.

"Maybe it's a higher version of Dolby?" MS asked disingenuously, to end the uncomfortable silence. One man at the counter nodded his head in agreement, while the other returned to his paperwork saying, "If we have it, it's on the \$499 model." MS thanked the trio and left.

The next stop was an upscale store called Home Entertainment. MS enviously eyed a stylish array of Bang & Olufsen merchandise at the front of the store, and noted products from other vendors such as Yamaha and Nakamichi. MS was allowed a few minutes to look over the store's offerings before being approached by a well-dressed, bearded salesman, who had been talking shop with another customer when MS strolled in.

The Pursuit of Excellence

"Hi, can I help you, or are you just browsing?" the salesman inquired. The Man of Mystery explained the need for an upgrade, and was immediately steered to a selection of Nakamichi decks. "I'd be hard-pressed to find a better tape recorder than a Nak," the salesman explained. While the store carried a full line of Nakamichi decks--including the venerable Dragon--MS' under-\$500 budget left only two models for consideration.

MS explained that with a CD player and a hi-fi VCR as primary listening sources, the cassette would be used mainly for making tapes for the car and personal stereos; therefore, tons of frills wouldn't be necessary.

"I'd really recommend the Nakamichi then," the salesman responded, "even their entry-level machines. But see for yourself."

The salesman proceeded to take a Carly Simon CD out and make a recording of part of one track. He then challenged MS to distinguish between the CD and cassette programs.

The salesman talked a bit about the CR-2, which featured an adjustable output and manual bias control. He also showed MS a Yamaha model that was priced at close to \$500. "You get a lot more bells and whistles, but the sound isn't any better. If you're looking for simple, high-quality recording, I have to recommend the Nakamichi."

As the salesman went to get some literature, the other customer--who turned out to be a regular at the store--engaged MS in a conversation about the merits of the high-end brands; MS and the customer assembled a wish list of components neither could afford. They also debated whether NAD still offered receivers with Schottz tuners.

The salesman returned with brochures and product information on the two Nakamichi units and offered his business card, and then, noting MS' interest in the costlier audio equipment, asked if he could demonstrate any of it. MS demurred and was told to browse around as long as he wished. Before leaving, however, MS was also given a brochure on the NAD; the salesman had been paying attention to his customers' conversation. MS finally left the store, applauding the salesman's ability to mix small talk with technical talk and to create a comfortable atmosphere in which to shop.

Next up came Macy's, where MS noticed the store had created a home office section. However, the audio area seemed depleted; several minutes of roaming there revealed the store's cassette lineup to be represented by a single Aiwa unit. A salesman approached and informed MS that "the store is out of everything, but we're expecting a large shipment in about a week." MS thanked the man and left the mall, entering the day's early heat and his yellow embarrassment of a motor vehicle.

His next stop was an upscale stereo shop near Southern Methodist University and the affluent Highland Park section of Dallas. At Hillcrest Hi Fidelity, MS was greeted by a smiling, mustachioed salesman. The store was attractively laid out, with a room dominated by speakers off to the left, and another set up for A/V demonstrations on the right. Upon hearing details of what Mystery Shopper was seeking, the salesman recommended a Nakamichi, which he said was the store's best-selling line.

The salesman touted Nakamichi, saying that cassette technology "is what the company's known for--it's their forte."

MS took a look at the Yamaha and Luxman models, and asked the salesman about DAT. "Nakamichi will have DAT, but it's going to be expensive," the salesman said. As for DAT in general, "they've only sold 39 in Japan, and at that rate, they're not going to get the cost down." As MS left, the salesman proffered his card and apologized for having run out of Nakamichi literature.

Heading back to the airport, MS espied the Irving Mall, located off the Airport Freeway northwest of Irving, Texas. He consulted a **store directory** just inside the **mall's** entrance, spotted a listing for McDuffs and made a beeline for it.

McDuffs turned out to be a small store with a cramped feel to it; its cassette lineup consisted of one Technics model, a lower-end Teac and two Pioneer models. MS was approached by a husky salesman with a moustache, who asked if Our Shopper was "locked into any one brand," or if there were any specific features that were required. MS related his Mystery rap.

The salesman led MS to a double-well Pioneer unit with Dolby B and C. MS asked if it could record in auto reverse. The salesman said he wasn't sure, and went to consult a product brochure. A few minutes later, he said that it did. After a few moments of silence, MS took the offensive. MS: "Is the Pioneer the best deck you sell?" Salesman: "Definitely." MS: "Is it on sale?" Salesman: "Yes." MS: "When does the price go up?" Salesman: "Tomorrow."

MS had run out of questions, and the salesman obviously didn't feel it incumbent upon himself to keep it going. So with a degree of doubt, MS

questioned this veritable fount of information about the future of DAT. "We used to get this magazine and they said it'll never happen," he related. The salesman then added, "At least not before 'double CD'; we invented it,

you know," he said, referring to parent company Tandy's THOR recordable CD technology. "It was supposed to be in this summer, but copyrights are holding it up."

One Last Stop in the Trek

MS beat a hasty retreat to a nearby fast food establishment for a brief repast. As he was leaving the Irving Mall, the familiar logo of Highland was visible from a shopping center adjacent to the mall, encouraging MS to make one last stop.

Once inside, MS experienced a sense of déjà vu, as Highland stores throughout the country tend to be so homogeneous. As has happened on numerous occasions in the past, the store offered the largest selection MS had seen in Dallas in almost all product areas. As MS approached the audio area, a well-groomed salesman introduced himself and asked if he could be of help.

After listening to MS' explanation, the salesman steered MS to the audio area and inquired if there were any special features or particular brands MS was interested in. The salesman then asked what type of equipment MS presently owned; after listening to MS' description, and understanding that MS' primary use would be for dubbing CDs for car and personal stereo use, the salesman suggested a mid-priced Aiwa unit. The salesman demonstrated the Aiwa unit, and related some of the features of that particular model. He then led MS over to the Harman Kardon display, praising the solid construction and attractiveness of the HK decks, just in case MS wanted to move in an upscale direction. The salesman also suggested that, since MS' requirements didn't necessitate a dual-well deck, a better single-well deck with more features could be had at a comparable price.

Although the salesman tried to close the sale, MS explained that there were still a few decks to be looked at. As he walked MS out of the department, the salesman explained Highland's low price guarantee, and offered it to MS in writing. He thanked MS for stopping in and suggested MS stop back in before making a final decision.

MS was tired from the full day of shopping and walked slowly back to the bee-like rental car, which, if nothing else, was easy to spot in a crowded parking lot. The airport--and car rental drop-off--was only a short drive away, and MS whistled a Little Feat tune the whole way back. It was not until the car was parked that MS recalled the song's refrain: Honey, I'd Hate To Lose You Now.

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Industry Codes/Names: ELEC Electronics

Descriptors: Compact disc players--Purchasing; Audiocassette players and recorders-- Purchasing; Dallas, Texas--Stores, shopping centers, etc.

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Geographic Names: Dallas

Product/Industry Names: 3652 Prerecorded records and tapes; 5735 Record & prerecorded tape stores

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3/K/3 (Item 1 from file: 635)

Business Dateline(R)

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Dell inside

SHAPIRO, CAROLYN

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THE VIRGINIAN-PILOT

VIRGINIA BEACH - Jack Humphries has thought about buying a new laptop computer, possibly a Dell.

A week ago, he would have had to order the system from Dell Inc. over the phone or online - sight unseen. But since Saturday, when Dell opened its first local Direct Store at Lynnhaven Mall, Humphries has had the chance to tap on the keyboard, size up the screen and feel the weight of the notebook he is considering.

"I like to kick the tires and drive around the block before I buy it," said Humphries, 75, who discovered the new Dell kiosk Tuesday while walking in the mall with his wife, Carolyn. "If you buy it through the mail, you don't know what you're going to get until it shows up."

That see-and-touch experience is exactly the benefit Dell wants to provide with its Direct Store. The manufacturer specializes in mail-order computers tailored to each buyer, distinguishing itself from electronics stores selling prepackaged systems with standard features.

"It's all built to order, so you don't have to pay for something you don't need," John Siek, manager of Lynnhaven Mall's Direct Store, said of Dell products.

About five years ago, Dell noticed that some shoppers resisted buying on the Internet and wanted the personal experience of speaking with a representative and handling the merchandise, said Venancio Figueroa, a spokesman for Dell, which is based in Round Rock, Texas, near Austin. The kiosks reach for that customer "who really likes to shop and who really wants in-person assistance," he said.

Dell, the world's No. 1 direct-sale computer vendor, had sales of \$49.2 billion in 2005. It launched its Direct Store program in fall 2002 and now has 155 kiosks.

Customers cannot walk away from the kiosk with their purchases; they would place orders there as they otherwise would online or over the phone and wait a week to 10 days for home delivery. The sales staff will set up a shopping cart on the Web site with the buyer's specifications and allow him or her to go home, think about it and call it up online later to place the order.

Shoppers can view an array of Dell notebook computers, printers and a few peripherals, such as a new **portable** music player barely bigger than a lipstick case. They also can get a good look at Dell's television offerings: flat-panel screens with LCD or plasma high-definition technology.

Four screens displayed at the Lynnhaven Mall kiosk ranged from a 26-inch LCD screen for \$1,199 to a 50-inch plasma set priced at \$3,799. For an extra charge, Dell will provide home installation.

Dell isn't getting into the retail business with complete stores such as rival Apple Computer Inc., which continues to indicate on its Web job listing that it is hiring for a yet-unannounced location at MacArthur Center in Norfolk. The Direct Stores, most about 10 feet by 12 feet, allow Dell to glean a retail presence without much investment in real estate or overhead.

The Dell kiosk isn't as visible, though, as a full-size storefront. Until it gets listed on the Lynnhaven **Mall store directory**, customers would have to seek out its **location**, tucked between the escalators leading to the second-floor food court and off the **mall's** beaten path.

Nonetheless, shoppers such as Humphries have seemed pleased to find the kiosk there, Siek said. They appreciate most the ability to see the product, he added.

"That was the biggest thing," Siek said. "And to be able to talk to somebody."

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The number of kiosks Dell has nationwide. Customers can't walk away with a computer; the order is placed online. Yet, it does allow them to look at hardware and ask questions.

Caption: 1. todd spencer/the virginian-pilot Dell Inc., which specializes in mail-order computers tailored to its customers, has opened a Direct Store at Lynnhaven Mall. The store helps consumers view an array of products, including notebooks and printers.

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JCPenney 2006 Analyst Meeting - Day 2 - Part 3

FAIR DISCLOSURE WIRE

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To make an engagement the key strategy is believing our vision of being a great place to work. We define engagement at JCPenney this way. First the firm belief that tomorrow will be better than today. We want to make our employees excited about getting out of bed each day and coming to work. Second, having a good relationship with our supervisor. We want our associates to feel respected and appreciated by the supervisor. This is critical because we believe that people work for people, not for companies. People work for people, not companies. Third, have a good relationship with your co-workers. We all know we want to create a sense of family in our store teams. People, regardless of the industry want to work with people they enjoy being around, pretty simple. And finally, knowing you're compensated fairly and competitively. Associates want to

know that they're being compensated in an equitable manner. Now let me take you through the process. The first step on our great place to work strategy was to define and brand our employment promise. That is to articulate what we stand for with our associates. We create an employment brand, a brand that we market to current and to future associates. It had to be both inspirational and aspirational and had to be all about winning. Winning together is our employment brand. I'm sure you've noticed it throughout the building. You'll also see it in our stores and in our logistic centers. It's connected to everything we do with our associates and as you come out in the rally today you'll see it there as well. So we kicked off our winning together culture in an associate rally last July. We held rallies in our home office where we had 5,000 people attend in the rotunda. Again, if you come after today's session you'll see what a rally is all about. We also held rallies in our stores and or logistic centers. We've taped the kick off and we broadcast this to all associates. We wanted this to be about everybody. I'm sure you've noticed our winning together puzzle pieces throughout the building. We used these four puzzle pieces to engage our associates. At the rally each piece represented one of our four strategies of the long-range plan. With the tool to build associate awareness of these four simple, but powerful strategies that define how we'll become a top quartile retailer. The purpose of the rally was to make a big company feel small. We wanted to lighten up our culture and we wanted to initiate culture change that was fast and impactful. We did this through 10 key changes in a David Letterman kind of style. Such

as moving to first names, initiating jeans Friday and making associate recognition a central part of our culture. Here is an example of how we open up the culture with humor. Using the simple poster we communicated to our associates that we're approachable and we want all leaders to be approachable. But also send a signal that we wanted to create a more casual culture. Where there was respect for the individual and not just respect to somebody's title. I would like to give you a first hand look and feel of the energy and the excitement created by our winning together launch. Here's a short video clip from last July's rally. (VIDEO PLAYING)

MIKE THEILMANN: Probably explained up front about Cavanaugh in the video as you can certainly notice. Bob was going to be on vacation - was on vacation when we had the kick off rally at the end of July and we had Bob announce jeans day. This was a very big deal to our associates and we wanted to make sure people really saw him smiling so we just had that little bling that came out there. So, as you can tell, this was a leader led rally. Everybody you saw in that video, wearing the white shirt and the red aprons, were officers of the company. So this is a culture clearly being led from the front. Let me back up. Mr. Penney created the Penney idea in 1913 based on the golden rule. Later in 1932 he created the HCSC, Honor Confidence Service and Cooperation for our management associates. So we wanted to honor our past. We also wanted to evolve our core principals to be competitive in today's business climates. So our next step in transforming our culture was to define the cultural principles for winning together. You have a copy of these in front of you. And we'll take you through the chronology from the golden rule through HCSC and finally through our winning together principles and a tear away card that has the principals on the back. These principles are integrated into everything we do with our associates. Most importantly, these eight principles are for 150,000 associates. Our winning together principles begin with our associates and as you can see on the screen they end with our commi9nities. We recognize we do this for our customers, and we do it for our shareholders. The principles define how we will achieve our goals through integrity, performance, recognition, teamwork, quality and innovation. For JCPenney to win we need all the associates to win together. So in October we launched an online culture survey to all associates to get a baseline on engagement. We offered the survey in both English and Spanish. We asked 49 questions directly tied to the eight winning together principles. We also asked two open-ended questions, what do you like best about working at JCPenney and what could we do better. Over 90,000 associates completed the survey and we received over 130,000 written comments. A lot of data. But surveying associates is just the first step. Each store, logistic center and home office department received a survey feedback support. The report provided each of our leaders with a powerful information on where they're strong and where they need to improve. We shared the survey results with our associates and provided each leader with a playbook. The playbook is a tool on how to hold associate meetings and how to build a plan to improve upon the lowest rated item. Pretty simple. It engages our leaders and our associates to work together to build the kind of culture we all aspire to have. I'd like to share with you some of our results from the survey. First, these are the top scoring items in the survey. Each of these areas scored higher than 75% positive. The number one theme was our reputation and value. Our associates feel great about what we stand for in the company. They also feel great about how we support communities, the team

environment in their store amongst others. Specific questions on the survey that scored the highest are -- I clearly understand my top priorities in my job. I like the work I do. I'm satisfied with the relationship with my supervisor. Next, what things can we do better. These are the areas that scored below 60% positive across the company. The top areas of improvement were not great surprises to us. Specific questions on the survey that scored the lowest are -- Compared to people with similar jobs at other companies, JCPenney pays fairly. JCPenney's benefit plans meet the needs for me and my family. I'm satisfied with the recognition I receive for doing a good job. And finally, there's open and honest two-way communication. Get a sense of how we compared externally with benchmarks against Gallup's national employment engagement data. Our results are slightly better than average as you can see on the screen. You see a big opportunity to drive our engagement scores much higher and deliver higher customer satisfaction, associate retention, and improve sales and profit growth. Based on the feedback from the survey, we have a series of actions we are taking, let me cover those now. For 2006 we're focusing on, first, recognition. Making it central to everything in our culture. Secondly, communication. Making sure we're connecting with all 150,000 associates. Third, benefits. Focusing on the competitiveness and the understanding of our programs. And fourth, skill building. Focusing more on leadership development with active involvement by our senior leaders. I'm going to speak about each of these separately. First, recognition. We kick started our recognition culture at the store manager leadership conference. Recognition is fun and it engages leaders with their teams. To me recognition has to have two key attributes. It has to be cheap and it has to be **portable**. If it's both cheap and **portable** you recognize more people more often. Personally I recognize associates with

the thumb finger. You saw it in the video. I call it the winning with people award. Here's a short video on how we are bringing recognition alive across all of JCPenney. Just to set up, the thank you song you'll see at the beginning is from the store manager leadership conference. Its how we opened the conference in dramatic style with onstage singers thanking our store managers for everything they've done. Watch the video. (VIDEO PLAYING) MIKE THEILMANN: It feels great that our recognition culture is really picking up steam across the company. Next, communications. Our field associates tell us that they aren't receiving up to date information about their company. To improve up on this we're launching a series of communication vehicles next month. jWeb, you see on the left, is our online news magazine delivered to our internal Internet and JLife is our monthly print magazine. We use these forms to communicate to our associates the changes we're making in benefits. We've already committed to our associates that we'll improve our benefits in a responsible manner to better satisfy their needs. Mike Taxter spoke early about our store manager leadership conference. The two day meeting was all about engaging our managers. Getting them inline with our long-range plan and building their skills as leaders. As leaders. As all of you know, the vast majority of our associates are in the field so it's vitally important to equip our leaders with the tools that they need to engage their team. To do so, each of our store managers received skill buildings and tools to take back with them to their stores. Mike spoke about the personal

commitments to improve the engagement in their store and to lead with our winning together principals. You can see the letters in the back of the room here that each of the managers signed and each of the executive team signed at the meeting. Here is a short video on our store management leadership conference we held earlier in January down at the Dallas Hyatt. Might have noticed we had Dr. Phil in there. He helped us reinforce really owning your development as well as Howard Schultz, the founder and chairman of Starbucks, going around leading from your heart. So they really integrated well into the content of our meeting. I talked about our

store manager metrics. So this summer we'll roll out and associate PNL, the PNL will measure associate turn over, training certification, stability of management and the engagement store I spoke of earlier. As the CEO of their store, our managers will have improvement targets against each of these associate measures. Now to skill building. Covered the tools and the metrics we are using at the store teams to help them engage their associates. Take our performance to the next level. We believe we need to increase the leadership skills of our managers with several programs currently in place to do so with more on the way. Ann Hicks has been the champion of the retail academy. This weeklong program is for high potential associates and it's focused on retail strategy and team building. Mike Ullman is the champion of our leading together program. This course is for our most senior 500 managers and is focused on improving their skills as leaders. Mike personally leads this two day course, 30 executives at a time. We just finished our second course last week. We're also launching two new initiatives later this year. We'll be providing 360-degree survey reviews to all store managers and home office department leaders. This tool will be used to identify leadership strengths and opportunities based on input from their teams and their peers. As a result of the survey, every manager will have a personal development plan. Over the next two years there will be more promotional opportunity for our first level store management than there's been in the past two decades based on our growth initiative and our retirement projections to store managers. That's the reason we'll be developing the leadership skills of our future store managers and district managers before they go into a new assignment. Share with you the progress we've made this past year to engage all of our associates with strong plans for 2006 and beyond. As a management team we believe engagement is a big idea and one of our differentiators in the retail industry. We invest a lot of time and a lot of energy to develop and cultivate a culture that engages our team. We know that engages associates serve our customers better and deliver more value to our shareholders. By taking care of associates, they will take care of our customers and we will all win together. Thank you.

BOB JOHNSON: Before we go on break, could I get a show of hands of everybody that's going to be going to the store (inaudible)? Okay great. We're going to head out for a break now and when we return we'll have presentations on real estate and our financial metrics. Thanks. (BREAK AND RESUMPTION OF SESSION) BOB JOHNSON: We're going to start with a discussion of our real estate strategy with Michael Dastugue. Michael?

MICHAEL DASTUGUE, SVP AND DIRECTOR OF PROPERTY DEVELOPMENT, JCPENNEY: Thanks, Bob. My name is Michael Dastugue, and I'm the Director of Property Development. Throughout our two days together, we've shared a number of ongoing strategies to drive our business to a leadership position.

Clearly, being a leader means growing, and I'm pleased to report that we are underway with a number of growth initiatives through our real estate program. So let's start out with the headlines. First, with improved profitability and a strong financial position, we are able to more aggressively invest in our existing store base through renovations. Next, the off-mall store prototype that was launched in 2003 is so successful from both a customer and financial performance perspective that we are confidently accelerating our new-store growth over the next several years to a position of leadership within the department store industry. But before I discuss our renovation strategy, I'd like to spend a moment to give you a brief overview of the property development organization. This

group was formed in late 2005 to bring together all the functions relating to locating, acquiring, designing, building and maintaining our stores. This group includes four disciplines - area research, real estate, store environment and construction services. Previously, these have been separate disciplines, and each has done a great job of opening new stores and renovating existing stores. But as the company's growth accelerates and it takes on a greater importance, and the number of projects increases significantly, we believe that bringing these groups under one umbrella will enhance coordination and efficiency and streamline the entire process. Over the last several years, we have successfully executed major renovations to provide an easy and exciting place to shop, as well as to make an emotional connection with our customers. The key to our success in our renovation program is what we call the Box One strategy. This strategy was developed and implemented in our prototypes a few years ago to provide a consistent look in terms of merchandise mix, space allocation and adjacencies. Utilized in both renovations and new stores, this strategy has the flexibility to be applied to a wide range of store sizes. Depending on the condition and outlook for the stores, we can apply the appropriate components of the Box One strategy. Common features include carpets, tile, paint, lights, updated restrooms and fitting rooms, as well as the rollout of key merchandise fixtures. The objective is to provide the look and feel of a new store. Consider the original condition of the fine jewelry department in this store. By utilizing selected components and adjusting adjacencies, we are able to add newness and excitement to the shopping experience. This example illustrates how we can make an existing store look and feel new, making an emotional connection with the customer. The financial performance of the stores renovated over the last few years has been a key component in the improvement of operating fundamentals at the company, specifically, sales, profit and return on capital. Stores renovated in '03 and '04 achieved sales and EBITDA objectives that were set substantially higher than the company planned. Additionally, the 2005 stores remain on target. We are now in a position to accelerate this program by systematically renovating approximately 250 stores in the next four years. Fifty stores are scheduled for 2006, ramping up to 65 to 70 per year through 2009. And while these stores represent about 25% of our store count, they contribute about a third of the company's sales and EBIT. Today, based on the actions that have taken place over the past five years, 40% of our store base is in a new or renovated condition. With this program and the new-store program that I will discuss in a moment, by 2009, we expect 75% of our stores to achieve this level. These new and renovated stores would represent about 90% of our sales and EBIT. Let me now share with you some of our key learnings

from our off-mall program over the last few years. In November of 2003, we piloted three off-mall stores, each about 95,000 square feet. In fact, many of you probably visited the store in Cedar Hills, which was our first. With the learnings from these pilot stores, we slightly modified our layout and in 2004 we opened four more stores, approaching 100,000 square feet, for a total of seven off-mall stores. Our results from the off-mall stores have been positive from both a customer and financial perspective. We know that the customer has a choice, and that our stores must make an emotional connection. Through focus groups, we've learned that our off-mall shoppers clearly view JCPenney as a step up from our competition. They believe that we are their department store with respect to fashion, providing both national and private brands. We are providing an enhanced shopping experience in a convenient location and meeting her lifestyle needs. Additionally, we've observed a number of key business drivers that have positively impacted our business. Our off-mall stores have led to increased market share within their trade areas, as we add new customers and strengthen our relationships with existing customers. In fact, existing customers in these markets have doubled their trips to JCPenney, with a corresponding increase in share of wallet over the first 12 months. Note, this has been accomplished by off-mall stores that are in close proximity to our key competitors. Also, our results indicate that the trade area required for new off-mall stores is about 25% smaller than what we've previously anticipated. Additionally, we've seen lower-than-expected levels of transfer sales from our existing stores in the market. And, as I'll discuss in a moment, this translates into the opportunity to open more new off-mall stores than we previously thought possible. Additionally, these drivers are resulting in better-than-expected financial performance. As a group, the seven off-mall pilot stores continue to exceed sales and profit expectations. Our sales productivity is not only better than the company average, it also exceeds the new-store results from our key off-mall competitor. As a portfolio, it averaged approximately \$200 per gross square foot, and with a normal growth pattern should exceed \$250 by the fiscal year of operations, and the news gets even better. So far, our 2005 stores are off to a great start, with the sales ahead of plan at a greater rate than the '03, '04 stores. With the success of the off-mall program, we have gained the confidence that allows us to accelerate new-store growth. So let's take a look at how the off-mall program fits into our real estate strategy going forward. Being an easy and exciting place to shop involves winning with the customer both in the malls and off the malls. Our mall stores remain our core strength and they continue to perform well, driving higher comparable store gains than our mall-based competitors over the past five years. And

while mall stores remain a weekend and holiday destination for our customers, new mall development has come to a virtual halt. Despite this dramatic slowdown in development, we continue to be opportunistic in acquiring mall stores in locations if the location and the investment outlook are appropriate. As an example, we will be opening a 150,000 square foot store in Main Place Mall in Santa Ana, California, which is a takeover of a former Robinsons-May store. In light of the consolidation in the retail industry, we continue to have discussions with other retailers and mall developers. Therefore, factoring in the ongoing trends in consumer behavior and retail development, our primary vehicle for

new-store growth will be off-mall. As I mentioned earlier, the off-mall stores allow us to add new customers and are outperforming the competition. This format provides the additional convenience for the time-starved shopper during the week. From a quantitative perspective, we'll open to 80 to 90% of our new stores off mall. These stores will primarily be the 100,000 square foot prototypes, or in some cases the 80,000 square foot prototypes. Regardless of the format, mall or off-mall, our prototypes provide the flexibility to build or take over stores in mid to large-size markets. We believe this flexible approach provides us a distinct competitive advantage. We will serve our customer in the mall and off the mall. We will be where she wants to shop. So let's look at where we see our new-store growth. We're planning approximately 80% of our new stores in large-size markets. These are typically markets with populations in excess of a million and individual store trade area population in excess of 300,000. About 50% of the large stores will be in the top 20 metropolitan markets around the country. Clearly, adding multiple stores in large markets provides the opportunity to gain market share and leverage SG&A expenses. By looking at the stores built from 2003 through 2005, plus those in the pipeline for this year and next, we will be adding four more stores in each of the following important markets - Houston, Phoenix, Minneapolis, Dallas-Ft. Worth, Denver and Chicago. Houston is a great example of how we can use new stores and relocations to take advantage of opportunities in both existing malls and new developments. These actions resulted from an in-depth market analysis that revealed a number of repositioning and new-

store opportunities.

This **map** illustrates our position at the end of 2004. Our analysis reflected that there were three stores **located** in tiny malls. There was the opportunity to enter two premier malls, and there were three emerging underserved trade areas. In effect, we saw the opportunity to open five stores by the end of 2006. To date, we've closed two of the **mall** stores and opened two new **mall** stores in strong, proven centers, and a new off-**mall** store in a growing suburb of Houston. I should also point out that the Memorial City store is a takeover of a former Lord & Taylor. Later this year, we will be closing the third **mall** store and simultaneously opening two new 100,000 square foot off-**mall** stores. By repositioning these stores, we expect sales productivity and, more importantly, profitability, to improve significantly. Also, over the next couple of years, we have plans for additional stores in this market. By using our traditional **mall** stores, combined with the successful off-**mall** format, we now have the flexibility to achieve optimum coverage of large metropolitan markets. The mid-size markets will account for about 20% of our new stores. These markets have populations that are generally in the 100 to 300,000 range. We are operating a number of highly productive stores in these markets, with an opportunity to significantly grow store size and market share. For all of these markets, we are considering new stores, relocations or expansions to execute our strategies. With the flexibility of our store format, we can utilize either the 100 or 80,000 square foot prototype, depending on the trade area population and growth potential. And, as Mike

Ullman indicated yesterday, we are looking at a slight increase to the prototype to highlight the Sephora rollout, plus our other initiatives going forward. So, where are we heading? Our excellent results over the last three years have given us the confidence that our new-store program can be dramatically expanded to generate profitable growth to JCPenney. As you know, we have steadily increased the number of stores over the last few years. With six stores for 2003, 14 stores in '04, 18 in '05 and as recently as last year we laid out a plan to open 20 stores per year. Great results have allowed us to be more aggressive, and our plan is to open 27 stores in 2006, the most in nearly a decade. So I'm very pleased to announce this morning that we're going to get even more aggressive during the 2007-2009 timeframe, and we are now targeting 50 new stores per year. The last time we opened this many stores in one year was 1980. This acceleration of growth moves us to a position of leadership within the department store industry. Now, making this ramp-up possible is that on a long-term basis we have identified up to 400 opportunities for new stores, relocations or expansions. Approximately 30% of the stores represent relocations of existing stores. The net effect is that we are expecting square footage growth of about 3% per year, beginning in 2007. Increasing new-store growth from 20 to 50 per year raises capital expenditures by approximately \$1 billion over the period. This expansion is fueled by continued improvement in operating results and the strong free cash flow in 2005. Utilizing free cash flow for this purpose is the highest and best alternative in terms of both growth and return on capital. Clearly, the program that I've outlined is all about investing in the growth of JCPenney's. Renovation for existing stores will be increased to make them an easy and exciting place to shop, and with the success of the off-mall store program, we are accelerating the number of new stores around the country in a significant way. Now let me turn it over to Bob Cavanaugh, who will discuss with you how we are moving our financial profile to a position of leadership. BOB CAVANAUGH, EVP AND CFO, JCPENNEY: Good morning, everyone. I'm Bob Cavanaugh, Executive Vice President and Chief Financial Officer. Before beginning today, I'd like to put this financial presentation into a lifestyle merchandising concept. The financial (styling), not surprisingly, is definitely not trendy. The business model is updated for today, while focused on tomorrow. The financial elements are distinctly classic and fundamentally traditional, with a measured taste of timeless aspiration. Unfortunately for all of us, especially our finance team that's sitting over there to the right, the only runway models we have lined up are of a characteristically mathematical profile.

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Company Names: Home Office UK; JC Penney Co Inc; Sephora Holding

Descriptors: Appointments; Board Changes; Company Management; Company News; Demonstrations & Riots; Facilities & Equipment; Forecasts & Predictions; General News; Human Resources & Employment; Market Share; Marketing; Meetings; New Products & Services; Opinion Polls; Regulation of Business; Results; Sales; Strategy; Year End Results

Country Names/Codes: Spain (ES) ; United States of America (US)

Regions: Americas; Europe; North America; Western Europe

Province/State: California; Minnesota; Texas

SIC Codes/Descriptions: 5311 (Department Stores); 9611 (Administration of General Economic Programs); 8732 (Commercial Nonphysical Research); 1500 (General Building Contractors); 5735 (Record & Prerecorded Tape Stores); 5944 (Jewelry Stores); 4581 (Airports Flying Fields & Services); 5940 (Miscellaneous Shopping Goods Stores); 4789 (Transportation Services NEC); 8100 (Legal Services); 4200 (Trucking & Warehousing)
Naics Codes/Descriptions: 9261 (Admin of Economic Programs); 92611 (Admin of General Economic Programs); 4881 (Air Transportation Support Activities); 48811 (Airport Operations); 4512 (Book Periodical & Music Stores); 233 (Building Developing & General Contracting); 23 (Construction); 45211 (Department Stores); 452 (General Merchandise Stores); 44831 (Jewelry Stores); 54191 (Marketing Research & Public Opinion Polling); 5419 (Other Professional Scientific Technical Services); 45122 (Prerecorded Tape CD & Record Stores); 541 (Professional Scientific & Technical Services); 44 (Retail Trade); 451 (Sporting Goods Hobby Book & Music Stores); 48 (Transportation & Warehousing); 488 (Transportation Support Activities)

...to have two key attributes. It has to be cheap and it has to be **portable**. If it's both cheap and **portable** you recognize more people more often. Personally I recognize associates with the thumb finger. You...resulted from an in-depth market analysis that revealed a number of repositioning and new-**store** opportunities. This **map** illustrates our position at the end of 2004. Our analysis reflected that there were three stores **located** in tiny malls. There was the opportunity to entire two premier malls, and there were...

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3/K/5 (Item 2 from file: 20)

Dialog Global Reporter

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Dell kiosk at Lynnhaven Mall lets customers 'kick the tires'

Carolyn Shapiro

KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS - THE VIRGINIAN-PILOT - NOR

March 22, 2006

Journal Code: KNVP **Language:** English **Record Type:** FULLTEXT

Word Count: 593

VIRGINIA BEACH -- Jack Humphries has thought about buying a new laptop computer, possibly a Dell.

A week ago, he would have had to order the system from Dell Inc. over the phone or online -- sight unseen. But since Saturday, when Dell opened its first local Direct Store at Lynnhaven Mall, Humphries has had the chance to tap on the keyboard, size up the screen and feel the weight of the notebook he is considering.

"I like to kick the tires and drive around the block before I buy it," said Humphries, 75, who discovered the new Dell kiosk Tuesday while walking in the mall with his wife, Carolyn. "If you buy it through the mail, you don't know what you're going to get until it shows up."

That see-and-touch experience is exactly the benefit Dell wants to provide with its Direct Store. The manufacturer specializes in mail-order computers tailored to each buyer, distinguishing itself from electronics stores selling prepackaged systems with standard features.

"It's all built to order, so you don't have to pay for something you don't need," John Siek, manager of Lynnhaven Mall's Direct Store, said of Dell products.

About five years ago, Dell noticed that some shoppers resisted buying on the Internet and wanted the personal experience of speaking with a representative and handling the merchandise, said Venancio Figueroa, a spokesman for Dell, which is based in Round Rock, Texas, near Austin. The kiosks reach for that customer "who really likes to shop and who really wants in-person assistance," he said.

Dell, the world's No. 1 direct-sale computer vendor, had sales of \$49.2 billion in 2005. It launched its Direct Store program in fall 2002 and now has 155 kiosks.

Customers cannot walk away from the kiosk with their purchases; they would place orders there as they otherwise would online or over the phone and wait a week to 10 days for home delivery. The sales staff will set up a shopping cart on the Web site with the buyer's specifications and allow him or her to go home, think about it and call it up online later to place the order.

Shoppers can view an array of Dell notebook computers, printers and a few peripherals, such as a new **portable** music player barely bigger than a lipstick case. They also can get a good look at Dell's television offerings: flat-panel screens with LCD or plasma high-definition technology.

Four screens displayed at the Lynnhaven Mall kiosk ranged from a 26-inch LCD screen for \$1,199 to a 50-inch plasma set priced at \$3,799. For an extra charge, Dell will provide home installation.

Dell isn't getting into the retail business with complete stores such as rival Apple Computer Inc., which continues to indicate on its Web job listing that it is hiring for a yet-unannounced location at MacArthur Center in Norfolk. The Direct Stores, most about 10 feet by 12 feet, allow Dell to glean a retail presence without much investment in real estate or overhead.

The Dell kiosk isn't as visible, though, as a full-size storefront. Until it gets listed on the Lynnhaven Mall store directory, customers would have to seek out its **location**, tucked between the escalators leading to the second-floor food court and off the **mall's** beaten path.

Nonetheless, shoppers such as Humphries have seemed pleased to find the kiosk there, Siek said. They appreciate most the ability to see the product, he added.

"That was the biggest thing," Siek said. "And to be able to talk to somebody."

Reach Carolyn Shapiro at (757) 446-2270 or carolyn.shapiro@pilotonline.com.

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Company Names: Dell Inc

Descriptors: Company News

Country Names/Codes: United States of America (US)

Regions: Americas; North America

Province/State: Virginia

(USE FORMAT 7 OR 9 FOR FULLTEXT)

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3/K/6 (Item 3 from file: 20)

Dialog Global Reporter

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23427753

The Hovering Salesclerk Is Replaced by a Computer

Ariana Eunjung Cha

NEWSBYTES

June 16, 2002

Journal Code: FNEW **Language:** English **Record Type:** FULLTEXT

Word Count: 1375

NEW YORK -- At Prada's flagship store in SoHo, Ellen Lindhart was checking out a shimmery blue jacket with a large collar and a flirty, low-hanging belt. As she pulled it off the rack and headed to a dressing room, the haute couture was checking her out, too. A tiny silicon chip inside a black envelope attached by string to the garment transmitted a signal to a computer in the store's back room that logged the movement. The computer, in turn, sent a command to a flat-screen monitor near where Lindhart was standing in the dressing room. The monitor popped up an image of the jacket she was trying on, complete with details about its cut, fabric and color. "Hmm . . .," she mumbled as she slipped her arms into the jacket -- puzzled, she said later, about how the computer knew so much. The Prada shop is wiring itself to be a virtual laboratory for studying shoppers' psyches. It now knows the exact location of every outfit in the store. Soon, for those who sign up for Prada's customer loyalty program, the shop will keep track of what shoppers try on and what they end up buying. It used to be that retailers who wanted to know what people thought about store displays, packages or shopping experiences would just ask, stopping consumers on their way out or inviting them for focus groups. Now technology allows retailers to better conduct "observational" research -- that is, clandestinely study consumers in their habitat as they might animals in the wild. The trendy design house is among hundreds of companies that in recent months have begun experimenting with new technologies to peek in on consumers. There are "gaze-tracking" systems that monitor how long a person stared at a particular part of a shelf, so displays that don't seem to inspire shoppers can be quickly rearranged. Electronic sensors count the number of shoppers in particular areas, helping stores deploy staff better. "Very often what people do is very different from what they say. By observing them when they don't know you're observing them . . . you often get a stronger idea of motivation," said Bill Abrams, founder of HouseCalls Inc., a firm that specializes in what he calls "retail ethnography." Paco Underhill, a marketing legend of

sorts and founder of behavior research firm Envirosell Inc., said this kind of research is critically important today, as the average time shoppers now spend in a store is down to its lowest point ever: 11.27 minutes for buyers and 2.36 minutes for non-buyers. Given that 60 to 70 percent of purchases are impulse buys, Underhill said, it's crucial for stores to watch customers to figure out what's capturing their attention. Many projects are being done quietly because retailers fear a backlash from privacy-minded customers. Among the most popular systems are those that act as substitutes for the greeters at store entrances who click counters behind their backs as they bid "Good morning/afternoon/evening" to customers. ShopperTrak RCT, a high-tech analysis company, has set up such devices in more than 10,000 locations, including Nike, Eddie Bauer, Ikea, Sears and Disney stores. The system employs camera-like devices that feed images to computers for analysis. Right now the technology can only count heads. Within about nine months, companies should be able to upgrade to a system that will conduct more sophisticated tracking by identifying people by height, said ShopperTrak President Tad Shepperd. At fast-food restaurants, for instance, the technology could time how long someone waits in line. If the wait is deemed too long, the customer could be offered a coupon when he reaches the cashier. In clothing stores, it could measure customer heights so retailers could better stock inventory by size. In a mall, it could track where customers walk and time how long they linger at displays. The wanderings of people's eyes -- what they bound over, where they linger -- have also become of great interest to companies. Thomas Hutchinson, a professor at the University of Virginia and Cambridge who developed an eye-tracking system called ERICA, said that while few companies have deployed such technologies in stores, many are testing them in laboratories. Procter & Gamble Co. wanted to discern the best place for big boxes of Tide laundry detergent on supermarket shelves. It used the system and discovered that customers tend to look toward the ground for jumbo detergent containers rather than at middle or top shelves. The technology with the greatest implications for retailing

research may be the e-tag chips attached to merchandise such as the clothes at Prada. Gap, Toys R Us, Bloomingdale's, J. Crew, Hollywood Video and a slew of other stores are also testing the tags. Touted as the next-generation bar code, e-tag chips are significantly more sophisticated than the paper-and-ink labels. They are the size of a postage stamp and are capable of storing and sending **wireless** signals with information such as the product name, when and where it was manufactured, its location, directions for use, and its expiration date. Most companies are using these systems for inventory control. At a Gap store in suburban Atlanta, for instance, the company put e-tags on jeans and created "smart" shelves that could map their location in the store. In this way, sales associates could determine, say, whether they had run out of size 4s on the floor and needed to grab some extras from the back room, said Tres Wiley, a strategy manager for Texas Instruments Inc., which provided the system. Wiley said the technology significantly boosted sales. Gap representatives declined to comment about the three-month test. Prada has a more ambitious vision for its e-tags. By tracking which items customers tried on or bought, it hopes to better predict what they will want. At the two-story, 23,000-square-foot Prada store at Broadway and Prince Street, the e-tags record all kinds of information: a garment's

location within the store, how many times it has been tried on, how many of its siblings are in stock. Digital monitors displaying items a particular customer might want are nestled between racks of the fabulously expensive merchandise. The mostly black-clad sales associates carry **mobile** computers, or "wands," that can read the e-tags. The doors on the dressing rooms have scanners that record when merchandise enters or exits. Since the Prada shop opened on Dec. 15, information has been collected without identifying specific customers. But soon the company plans to introduce a program that will link the data to customers who want to participate. Prada plans to issue e-tags to customers in the form of loyalty cards, allowing the **store** to **map** the movement of these customers and the items they pick up. Sales associates will be able to scan shoppers' cards with their wands and access profiles listing sizes, favorite colors and fabrics, previous purchases, and credit history. Bruce Eckfeldt, a manager at IconNicholson, which designed the software for the project, said Prada has informed customers of the tracking and has been careful to collect personal information only from customers who consent. Plus, "we've been fairly careful about making sure everything we are collecting has a very clear user benefit," Eckfeldt said. Lindhart and Lynn Gross, friends from Purchase, N.Y., said they didn't mind the surveillance if it means better service. "Nowadays you can't do anything without being watched," shrugged Gross, 51, clad in a chic caramel-brown fur. But another frequent Prada customer, Jennifer Yoder, 29, of the District, said the idea of all that watching and tracking made her stomach turn. Yoder said retailers should be required to provide privacy policies outlining what information they collect and how they use it in the same way Web sites now do. "I'm in the 'freaked out' category when it comes to the amount of data that is out there on me that is captured and sold," Yoder said. Underhill, the marketing expert, played down privacy concerns, arguing that companies are more interested in "tribal behavior" rather than individuals. "If we have social scientists and anthropologists that send research crews out to a marketplace in Papua New Guinea to better understand human motivation, why can't marketers be doing the same thing at our local grocery store?" he asked.

2002 The Washington Post Company

Copyright 2002 Newsbytes. Source : Financial Times Information Limited - Asia Intelligence Wire

Company Names: Washington Post Co; Texas Instruments Inc; Toys R Us Inc; Cambridge University; Procter & Gamble Co

Descriptors: Strategy; Company News; Forecasts & Predictions; General News; Law & Legal Issues; Sales; Marketing; New Products & Services; Consumer Issues

Country Names/Codes: Papua and New Guinea (PG) ; United States of America (US)

Regions: Australasia; Oceania; Pacific Rim; Americas; North America

Province/State: Virginia

SIC Codes/Descriptions: 8732 (Commercial Nonphysical Research); 7372 (Prepackaged Software); 5735 (Record & Prerecorded Tape Stores); 7812 (Motion Picture & Video Tape Production); 5945 (Hobby Toy & Game Stores); 8221 (Colleges & Universities); 5600 (Apparel & Accessory Stores); 5812 (Eating Places); 5411 (Grocery Stores); 2500 (Furniture & Fixtures); 3949 (Sporting & Athletic Goods NEC); 5712 (Furniture Stores); 5734 (Computer &

Software Stores); 2300 (Apparel & Other Textile Products)

Naics Codes/Descriptions: 54172 (Research & Development in Social Sciences & Humanities); 51121 (Software Publishers); 45122 (Prerecorded Tape CD & Record Stores); 51211 (Motion Picture & Video Production); 45112 (Hobby Toy & Game Stores); 61131 (Colleges Universities & Professional Schools); 4481 (Clothing Stores); 72221 (Limited-Service Eating Places); 72211 (Limited-Service Restaurants); 4451 (Grocery Stores); 337 (Furniture & Related Product Mfg); 33992 (Sporting & Athletic Goods Mfg); 44211 (Furniture Stores); 44312 (Computer & Software Stores); 315 (Apparel Mfg)

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713387 MERCHANT

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2461022 SHOP

689731 DIRECTORY

1171203 MAP

3485783 LOCATION

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8875414 CUSTOMER

7872310 CONSUMER

122947 PATRON

4772060 USER

186404 SHOPPER

9273821 LOCAT???

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4673503 MOBILE

4330263 WIRELESS

1087329 PORTABLE

420137 HANDHELD

170612 PDA

7048653 PERSONAL

2076678 ASSISTANT

76630 PERSONAL(3N)ASSISTANT

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S7 6 RD S6 (UNIQUE ITEMS)

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7/K/1 (Item 1 from file: 16)

Gale Group PROMT(R)

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04678709 **Supplier Number: 46886186 (USE FORMAT 7 FOR FULLTEXT)**

360 Communications Celebrates Grand Re-Opening of Winston-Salem Store

PR Newswire, p 1112CLTU034

Nov 12, 1996

Language: English **Record Type:** Fulltext

Document Type: Newswire ; Trade

Word Count: 543

Supplier Number: (USE FORMAT 7 FOR FULLTEXT)

Text:

...PRNewswire/ -- 360 Communications (NYSE: XO) will hold a "grand re-opening" of its Winston-Salem **store, located** at 536 Hanes **Mall** Blvd. in the Pavilions Shopping Center, from Nov. 13 to Nov. 15. The new 360...

...2,600 square feet of space, compared with 4,400 square feet in its previous **location**. In addition to **customer** service and payment areas, 360's new store features a large accessories section, a continuous...

...each day. As part of its promotion, 360 will give away a Motorola TeleTAC 250 **cellular phone** with six months of free access and a pager with one year of local service...

...500,000 customers statewide and employs more than 700 people.

Chicago-based 360 Communications provides **wireless** voice and data services to nearly 2 million customers in more than 100 markets in...

19961112

7/K/2 (Item 1 from file: 148)

Gale Group Trade & Industry DB

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03852058 **Supplier Number:** 06976144 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Malls: home goods meccas? Still unexploited, cross-shopping opportunities abound.

Gilbert, Les

HFD-The Weekly Home Furnishings Newspaper, v63, n2, p6(2)

Jan 9, 1989

ISSN: 0746-7885

Language: ENGLISH

Record Type: FULLTEXT

Word Count: 1062 **Line Count:** 00086

...This largest of the superstore genre, has since November been testing several mall stores offering **portable** audio and gift merchandise. He also pointed to successes of such well-edited mall merchandisers...

...feasible for a home textiles retailer to request of a mall manager that he be **located** adjacent to a tabletop **store**."

A more sophisticated arrangement might locate a group of customer-sharing home stores in a specific wing of a **mall**, rather than having such stores scattered throughout the center.

The ICSC research director emphasized the...

19890109

7/K/3 (Item 1 from file: 624)

McGraw-Hill Publications

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0544248

North Carolina

Engineering News-Record, Vol. 232, No. 6, Pg 34

February 7, 1994

JOURNAL CODE: ENR

SECTION HEADING: PULSE: CONTRACTS AND LOW BIDS ISSN: 0013-807X

WORD COUNT: 91

TEXT:

... contracts for three projects. The first is a 183,000-sq-ft Hecht's department **store located** at the North Gate **Mall** in Durham. The \$2.8-million facility is scheduled for completion in October 1994. Construction...

...The new 13,200-sq-ft facility is estimated to cost \$2.8 million. Alltel **Mobile** Corp. also awarded a \$1.9-million contract for a 35,000-sq-ft **customer** service center **located** off Monroe Rd. in Matthews. Construction is scheduled to start immediately and be completed by...

1994

7/K/4 (Item 1 from file: 20)

Dialog Global Reporter

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21547706 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Verizon Wireless Celebrates Grand Opening of New Carolinas Regional Headquarters

PR NEWSWIRE

March 04, 2002

Journal Code: WPRW **Language:** English **Record Type:** FULLTEXT

Word Count: 665

(USE FORMAT 7 OR 9 FOR FULLTEXT)

Verizon Wireless Celebrates Grand Opening of New Carolinas Regional Headquarters

...and Commerce Secretary Charles S. Way Jr. were among the guests who today joined Verizon **Wireless** in celebrating the grand opening of its new Carolinas Regional Headquarters.

(Photo: <http://www.newscom...>

...and local officials who worked with us to make this new facility possible," said Verizon **Wireless** Carolinas Region President Jerry Fountain. "With construction now complete, we'll focus on the growth...

...to employ approximately 1,200 people by 2004.

"Today's celebration demonstrates the confidence Verizon **Wireless** has in South Carolina's economy and capable workforce," said Gov. Hodges. "I congratulate the...

...Mauldin is well underway. Of course, I also couldn't be more pleased that Verizon **Wireless** will continue to call South Carolina its regional home."

Soon, the facility will serve as regional headquarters for the Carolinas and Tennessee. Verizon **Wireless** announced last week it will realign its South Area in the next 30 to 60...

...the new facility, is part of a nationwide call center plan and part of Verizon **Wireless**' commitment to continue delivering superior customer service during a period of projected strong growth.

Such...

...recognized for his outstanding sales performance in 2001. Holly works at the company's retail **store located** on Congaree Road, near the Haywood Mall, in Greenville. The retail store was recognized for...

...the company's entire South Area in 2001.

Today's event was the second Verizon **Wireless** has hosted during recent months in the Carolinas. Last May, Verizon **Wireless** announced it expected to create 500 jobs as part of an expansion of its customer service call center located in the Richland Mall near Columbia. All 500 jobs were filled earlier this year.

About Verizon **Wireless**

Verizon **Wireless** is the nation's leading provider of **wireless** communications and Internet services. The company has the largest nationwide **wireless** network and 29 million customers. Headquartered in Bedminster, N.J., Verizon **Wireless** is a joint venture of Verizon Communications and Vodafone. Reporters and editors can find more information on the Web at <http://www.verizonwireless.com>.

CONTACT: Angie Skelton of Verizon **Wireless**, +1-704-562-2828, or angie.skelton@verizonwireless.com, or Meagan Bretches of Erwin-Penland...

...Chandler of Carolina PR, +1-704-650-2326, or bchandler@carolinapr.com, both for Verizon **Wireless**.

PRNewswire -- March 4 NewsCom:

<http://www.newscom.com/cgi-bin/prnh/19980707/CHTU011> PRN Photo Desk,

888-776-6555 or 212-782-2840 Verizon **Wireless**
Website: <http://www.verizonwireless.com/>

Company Names: Verizon **Wireless**

Descriptors:

20020304

7/K/5 (Item 2 from file: 20)

Dialog Global Reporter

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13837342 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Holiday Shopping Survival Tips For Families

CANADA NEWswire

November 17, 2000

Journal Code: WCNW **Language:** English **Record Type:** FULLTEXT

Word Count: 470

(USE FORMAT 7 OR 9 FOR FULLTEXT)

that's easy to find in case you get separated. **Locate** the
store's

customer service desk, or information booth if your are in a
mall, and

agree to make it your spot to meet.

2. Some malls and stores have...

...number in young children's

pockets in case they get lost. If you have a **cell phone**,
use that number

on the ID tag and keep the phone turned on so you...

20001117

7/K/6 (Item 3 from file: 20)

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11829402 (USE FORMAT 7 OR 9 FOR FULLTEXT)

SmarTone to Pioneer Broadband Immersive Visualization Technology in HK

XINHUA (COMTEX)

July 06, 2000

Journal Code: WXIN **Language:** English **Record Type:** FULLTEXT

Word Count: 237

...this new technology, users can easily make a virtual tour to a shop. When the **user** selects the **shop location**, virtual tour of the **shop** would display on the screen with a 360-degree panoramic view. If the user is interested in the **mobile** phone products, all he needs to do is to click his mouse, then the image of the **mobile** phone will appear and rotate automatically.

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Naics Codes/Descriptions: 514191 (On-Line Information Services); 51332 (Wireless Telecom Carriers exc Satellite); 513322 (Cellular & Other Wireless Telecommunications)

20000706

? s track???(n3)(customer or user or consumer or patron or shopper)(s)mall and py<=2005

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

6612183 TRACK???

8875414 CUSTOMER

710003 MALL

112985108 PY<=2005

S8 140 S TRACK???(N3)(CUSTOMER OR USER OR CONSUMER OR PATRON OR SHOPPER)(S)MALL AND
PY<=2005

? Please enter a command or be logged off in 5 minutes

? Logoff

Estimated Cost Summary

[illegible][illegible]

20	9.5330	11.92	0.00	11.72	0.00	0.00	0.00	0.00	0.00	23.64
35	0.5440	2.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.29
583	0.5710	1.99	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.99
65	1.7700	7.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.56
2	1.7130	20.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20.55
474	0.5690	2.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.07
256	0.0840	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45
475	0.2190	0.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.80
99	0.2910	1.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.42
Sub Totals	34.8200	\$151.14	\$0.00	\$28.03	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$179.17
Session Totals	35.1960	\$151.70		Telecom	\$10.78					\$190.49

Ended session: 4/8/2009 10:41:24 AM

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